

AGENCY Promotional Activities  
 DATE 1-27-92  
 SUBMITTED BY Lita Anderson  
 PROM NAME Parliament Hazard  
Court Contract  
Sweepstakes Price Estimate Summary

ELEMENT	BASED ON ESTIM. BED %	TOTAL
Rules Development	Est Total Based on 100% of Administration	\$ 500
Judging		\$ 2,995

Congrat. Letters included in entrant charge

Registration Buy w/ Bonds \$ 450  
by w/o Bonds

Affidavits 11 @ \$4.00 \$ 88

Grand Prize Trip - Arrangements/CAR \$ 100

First Prize/Fulfillment 10 @ \$25 \$ 250

Second Prize/Fulfillment Handling, 197  
Carton, 173, 36 x \$200 \$ 2,990  
Postage, 20

PO Box's Retail Entries \$ 892  
Direct Mail Requests  
MEDIA

Winners List Request .05% of 350K entries \$ 17.50

Storage of Entries included in J & A

Background Checks \$ 200  
of Winners - GRAND PRIZE ONLY

Official List of 5,001 unduplicated \$ 1,500  
winners

Included opening, copying  
Keypunching Printed lists 4131.25 per item \$ 46,800

Miscellaneous AS Enclosed \$ 50,000

1099 Forms Grand Prize Only included in J & A

TOTAL \$55,987.50

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